



ASPRA AGM 2022

1989 2022 Advertisement manager's report

In broad terms, advertisement revenue in 2021 covered print costs. Christmas lights income was £75 less than the year before.

While treasurer Claire looks at income and expenditure over the year, and compares it to previous years, as ad manager I look at four separate streams of costs and income in any year: three issues of the magazine plus the Christmas lights.

For all sorts of reasons not all the money arrives before the year end. This means that Claire's figures for 2021 will necessarily contain dribs and drabs from advertisers and Christmas lights sponsors from the previous year, and will not include all the income from actual 2021 activity.

It may well be assumed that my job as ad manager involves having a nice little chat with advertisers and making sure their ads are in the magazine. In fact I then invoice those advertisers and chase them when they don't pay. And chase them again. And invoice them again. And again.

As I write, the Spring issue of the magazine is being printed, and all advertisers in our Summer 2021 issue have now paid. Only one payment is outstanding on our Autumn/Winter issue. I am not concerned about this. It will arrive; indeed, it may have already arrived by the time you read this. I am about to invoice 16 advertisers for the new issue: three new advertisers and 13 renewals.

Christmas lights invoices for Christmas 2021 are all paid up. Twenty-seven contributors this year – warm-hearted traders, businesses and advertisers, seven more than last year – provided £2015, which was fractionally less than last year. In all I took £260 in cash, paying it into the ASPRA account via my own bank. Without the usual discretionary ward funds our two councillors were unable to contribute as they have in the past.

The cost of the lights was just over £2400, but a great number of ASPRA members, good people all, now bump up their subscriptions payments with generous additional donations towards our various projects, so we ended up covering our costs yet again. Full details of our Christmas lights sponsors appear in the Spring issue of the magazine.

Phil and I have decided not to stand for re-election as editor and ad manager of the magazine. We will produce the Summer issue and look forward to handing over the reins.

Colin Gamm
14 March 2022

